May 27, 2011

To: Executive Board

Subject: **Request to Issue RFP – Real-Time Bus Arrival Information System**

Recommendation

Authorize the Executive Director to issue Request for Proposals (RFP) No. 12-004 for a Real-Time Bus Arrival Information System.

Analysis

Currently, Foothill Transit customers rely on bus books, the toll free number, and transit stores to obtain bus arrival information. The implementation of a real time bus arrival system will literally put the bus arrival information into our customer's hands or their hand held devices.

This project will enhance Foothill Transit's customer service, which falls in line with one of the objectives in FY 2012, improved customer service. The Real-Time Bus Arrival Information System will provide customers the approximate time a bus will be arriving at a particular bus stop using the vehicle's onboard GPS. Customers will be able to get the arrival information via website, text message, Smartphone application, and regular land line phone. The system will also provide any delays or detours that will affect customers' commute.

The system will take full advantage of many features already built into smart phones, such as using GPS location to help customers find the closest bus stop, along with information on what routes and when the bus will arrive at the stop. This information will also be readily available on the internet so the information can be seen on any web enabled device such as a tablet computer or iPad as well as a regular desktop computer.

Customers without smartphones, tablets, or computers will still benefit. They can text the bus stop number and instantly receive the route and bus arrival system or they can simply call our toll free customer service number and obtain the same information via automated response. The automated response also know as interactive voice response (IVR) will decrease the number of calls asking for bus arrival information usually handled by customer service representatives which will allow the customer service representatives to focus on other customer requests and also help improve the call answer statistics.

The Real-Time Bus Arrival Information System is like having a bus arrival sign in the customers' pocket. The system will keep customers well informed, thus improving Foothill Transit's customer service.

Budget Impact

Required funding is included in the approved FY 2012 budget.

Sincerely,

Gary K. Nehls
Director of Procurement

Doran J. Barnes
Executive Director